

## REAL PROTECTION IN EVERY PUFF-

added to finer pleasure!



ALL SMOKERS  
INHALE - BUT  
it needn't bother  
your throat



## CALL FOR PHILIP MORRIS

*America's Finest Cigarette*

July 1942 Good Housekeeping

1003071213

150 SURE YOU INHALE  
- SO PLAY SAFE  
- with your throat!

You can't avoid some inhaling—but you can avoid worry about throat irritation, even when you do inhale.

Doctors who compared the leading favorite cigarettes report that:

**SMOKE OF THE FOUR  
OTHER LEADING  
POPULAR BRANDS  
AVERAGED MORE  
THAN THREE TIMES  
AS IRRITATING -  
AND THEIR IRRITA-  
TION LASTED  
MORE THAN FIVE  
TIMES AS LONG  
- AS THE STRIK-  
INGLY CON-  
TRASTED PHILIP  
MORRIS!**

When you  
smoke PHILIP  
MORRIS, you  
enjoy finer to-  
baccos - plus  
this exclusive,  
proved protection!



WITH your sensitive woman's  
throat—you need to be very  
sure about your cigarette.

There are great differences.  
Doctors who compared the leading popular cigarettes, report that:

**SMOKE OF THE FOUR OTHER  
LEADING POPULAR BRANDS  
AVERAGED MORE THAN THREE  
TIMES AS IRRITATING - AND  
THEIR IRRITATION LASTED MORE  
THAN FIVE TIMES AS LONG - AS  
THE STRIKINGLY CONTRASTED  
PHILIP MORRIS!**

In PHILIP MORRIS you enjoy the  
finest tobaccos grown—plus this  
exclusive, proved superiority. No  
worry about throat irritation—  
even when you inhale!

*FINER PLEASURE  
PLUS  
REAL PROTECTION!*

## CALL FOR PHILIP MORRIS

*AMERICA'S FINEST CIGARETTE*

1003071213A